

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:2143

ANSWERED ON:15.03.2017

TRP in Doordarshan

Swami Maharaj Dr. Sakshi

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Doordarshan has been able to produce programmes with high TRP ratings during the last three years keeping in view the instruction given by the Prasar Bharati to Doordarshan to organise regular Doordarshan viewer Research Television Rating through viewer research units for the rural population;

(b) if so, the details thereof and the steps taken in this regard;

(c) whether the Doordarshan is considering to start special television programme for viewers in the rural areas; and

(d) if so, the details thereof along with the steps taken in this regard?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL RAJYAVARDHAN RATHORE
(Retd.)

(a) & (b): Prasar Bharati being a Public Service Broadcaster has to perform as per its mandate under the Prasar Bharati Act, 1990 and in accordance with the established norms. Its functioning cannot therefore be guided purely by Commercial motives to produce high TRP ratings programmes. As per Section 12 of the Act, primary duty of the Corporation is to organize and conduct Public Broadcasting Services to inform, educate and entertain the public. In accordance with these objectives, Doordarshan produces programmes encompassing the objectives of public service broadcasting. Details of the TRP (Television Rating Point) /GVM (Gross Viewership in Million) for the last 3 year is annexed.

(c) & (d): Doordarshan telecasts a variety of programmes for viewers in rural areas through its entire network of 23 Satellite channels (24X7) including 06 National, 01 International and 16 RLSS (Regional Language Satellite Services). Apart from this, Doordarshan has launched DD Kisan Channel to meet the special requirement of farmers and viewers in rural areas. Its programme content includes core agriculture, weather, rural development and entertainment for the benefit of viewers in general and farming and rural community in particular.
